Drupal Business Models

A drop in the sea of concepts

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Gpl and the land of inovation

Drupal is inovative!

So are the new companies
that appear from this GPL software.

The concept of GPL comes
from **Richard Stallman** that began
this quest on the early 80's

He was going against closed source
software companies that created their
"proprietary" software on top of freely
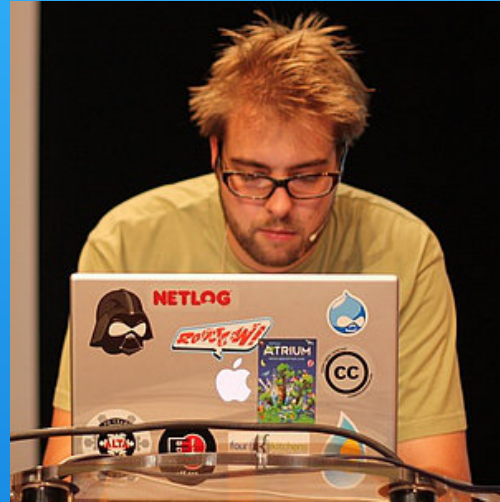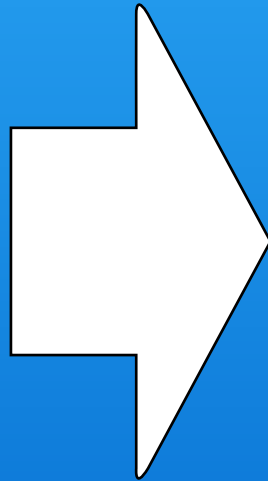available source.
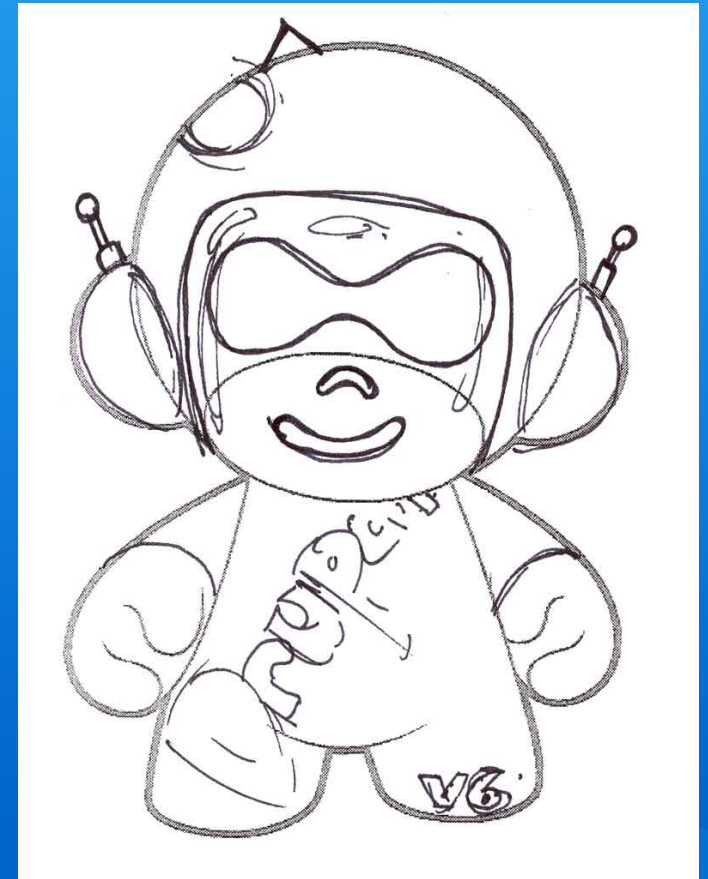
Richard Stallman is an activist in the Free Software Movement, which he founded in 1983. Dispite The Open Source Movement splited off from the Free Software Movement in 1998, they mainly are working for the same purpose.

If Drupal uses the GPL License, you should thank Stallman.
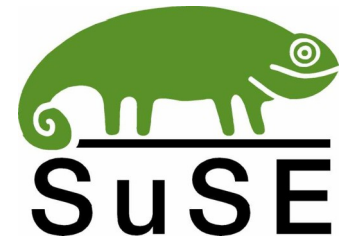
But, what really happened was...

He preached a lot...

... they got the idea...

...and they started a business!!

Is there space for these companies?

The broad participation of companies and public authorities in the Free Software market is strictly related to an economic advantage; in most areas, the use of Free Software brings a substantial economic advantage, thanks to the shared development and maintenance costs, that estimated an average R&D cost reduction of 36%. The large share of "internal" Free Software deployments explains why some of the economic benefits are not perceived directly in the business service market, as shown by Gartner:
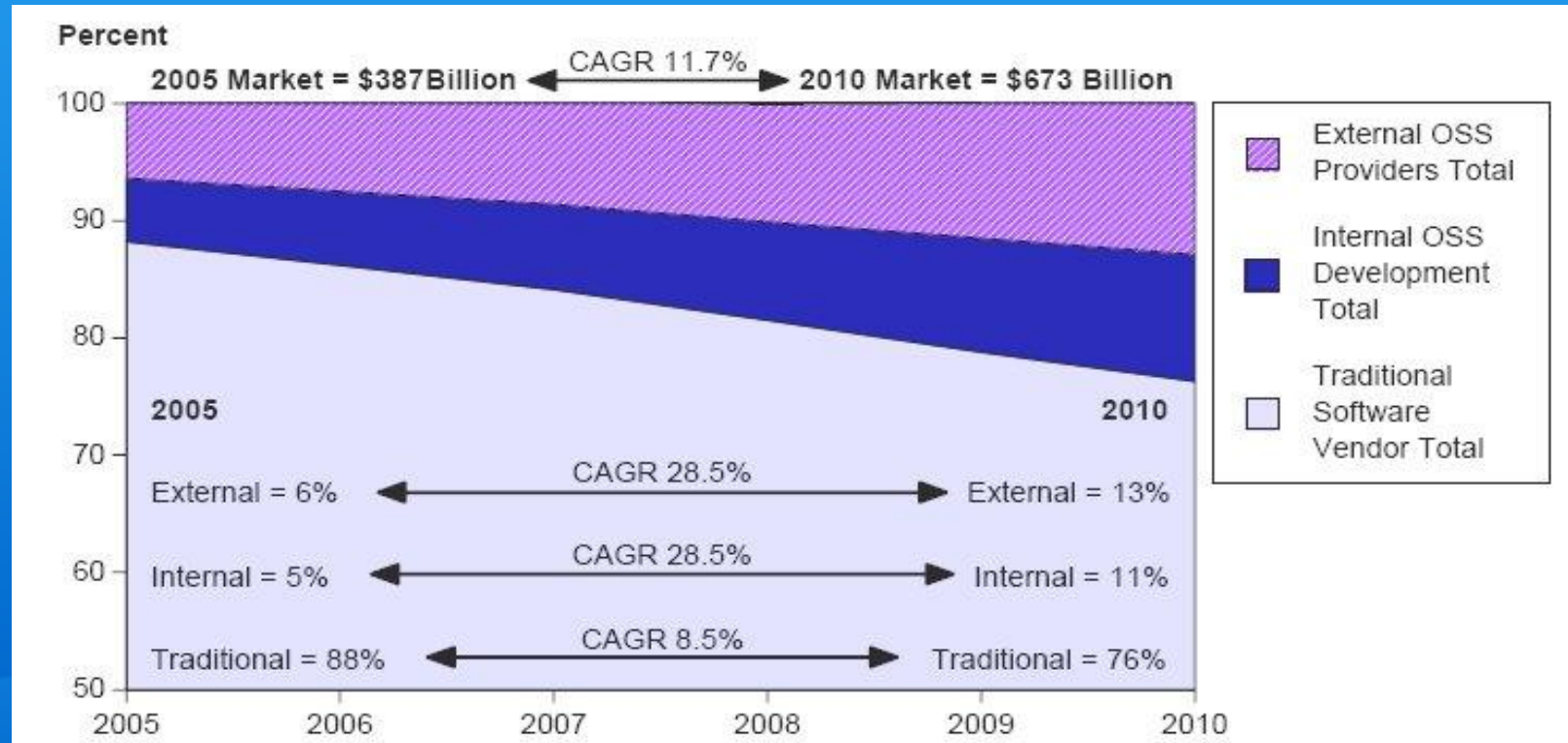
This is based on several different business models, that monetize the software using different strategies.
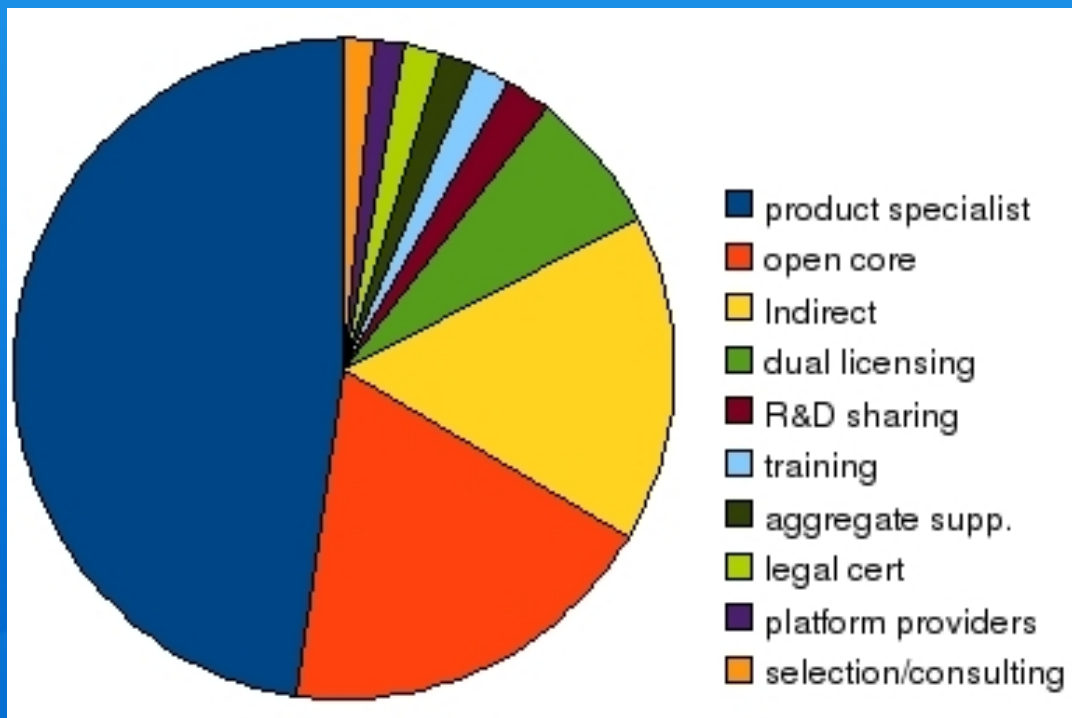
Some big companies already in our loop…

What are the most used business models?

Data from: http://flossmetrics.org/

from **275** European companies

BUSINESS MODEL:	Total:
product specialists	131
open core	52
indirect	44
dual licensing	19
Research & Dev sharing	6
training	5
aggregate supp.	5
legal cert	5
platform providers	4
selection/consulting	4

More info on:

FLOSS Guide for SMEs (small and medium enterprises)

http://guide.flossmetrics.org/

Some Drupal International Companies

- acquia
- lullabot
- chapter three
- four kitchens
- palentir
- trellon
- commerce guys

- top notch themes
- adaptive themes
- development seed
- phase2technology
- spoon media
- koumbit

Their Best practices (Drupal atitude)

Visibility - blog usage, tips, tutorials; case studies and work documentation sharing, development;

Fremium/ premium - balance bettween free and paid. High quality product are available and make the company known and referenced. Ex. Top Notch Theme

Community - integrated product development in the community, close contact with users, requests for feedback, reinforcement of attendance at events; accompanying growth of the community; work on sprints, confs, workshops, camps...

Team - elements from different backgrounds, contracting for specific projects, independent developers are invited to join the company to continue the project

Common Profiles
- Web developer
- Frontend developer
- Themer
- Project Manager
- Information architecture
- Seo
- Usability

Fun - **mix work and fun**. Drupal requires creative environment, dialogue and sharing.
  Examples:
  - team presentation of Krimson: http: //krimson.be/about#team
  - Podcasts with humor (drupaleasy, lullabot)
  - Events with humor (drupalvoncon) http: //belgium.drupalvolcon.com/
  - Marketing with humor (drupilet)

How are these people??

And what are they doing?

Drupal profiles:

- **Project managing (Scrum master):**
  - Leading Drupal teams and conducting sprints.
- **Theming:**
  - Original theme creation. Freemium model is used to atract market
- **Development:**
  - Modules development and expansion, core, distros, given back to the community.
- **Support:**
  - Systems support, infrastructure, performance, scalability and general consulting for high level requirments.
- **Hosting:**
  - Cloud/Physical hosting, improved and dedicated to Drupal.
- **Training:**
  - General Drupal training or in a specific profile.
- **Product:**
  - Specific product development based on Drupal for a niche sector.

The Portuguese Scenario

Drupal Companies:
Small - 1 to 5 elements, most freelancers and curious
Multi-CMS - Drupal is one solution among others
Multi-services - Websites, seo, marketing, communication ...
-Most companies hire a freelancer to work on time, it is said to use Drupal, but the portfolio does not reflect that.
-Most of the developed code is NOT given back to the community.

Drupal's visibility:
Websites, showcase, expertise in Drupal are not reflected on the websites

Community:
Most are individual contributors, not companies; with lowprofile in events, communications and marketing is non-existent

- Arkikstudio
- Basepoint
- Criações Digitais
- DRI
- Ideoma
- Javali
- Log
- Neoscópio
- Navega bem
- Quodis
- Webnúcleo
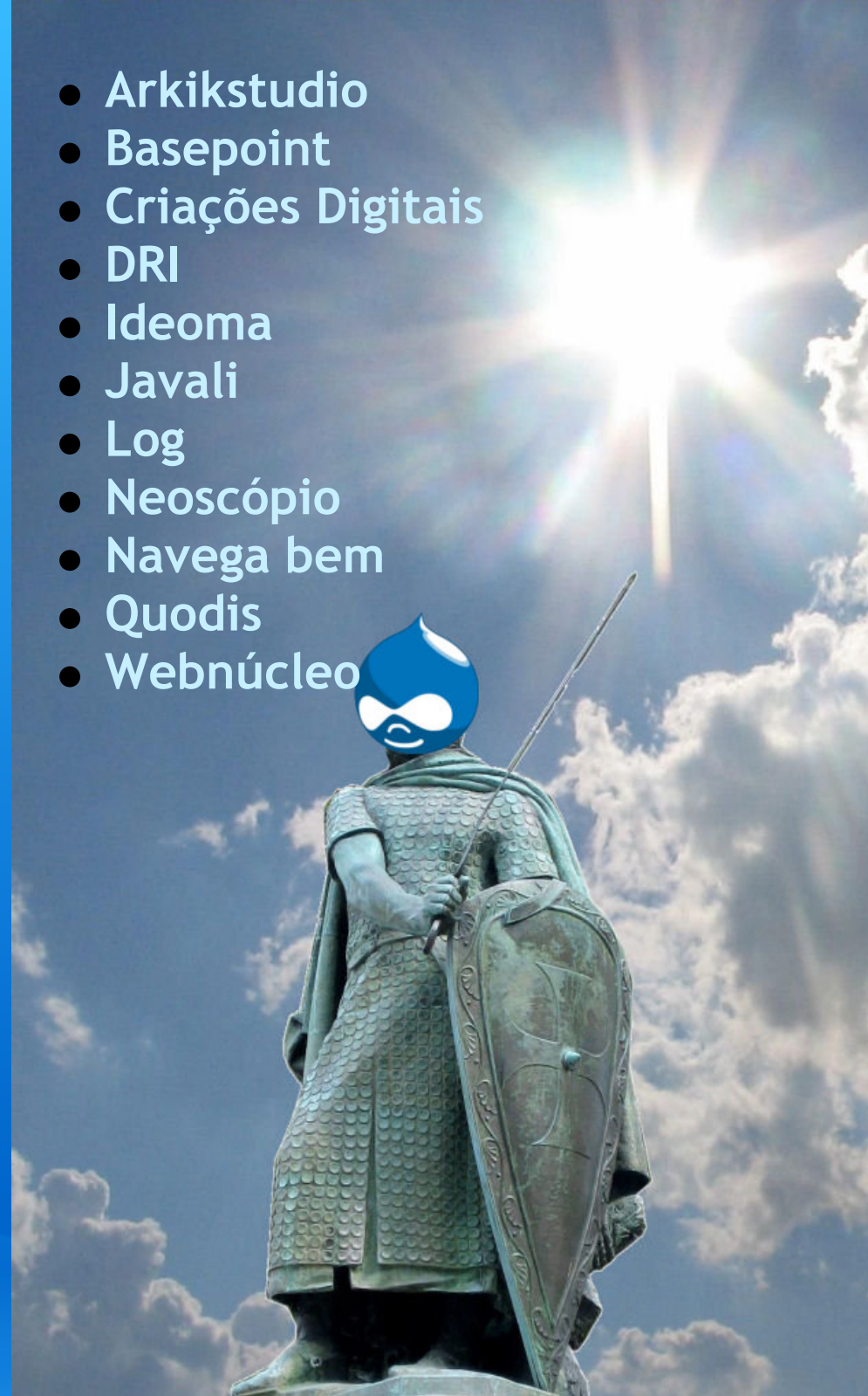
Business Strategy

- Hire the best ones (from the community)
- Create a great team (you must be there)
- Conquer the world with Drupal (but let's start with Portugal)
- Work on contrib modules and make documentation a priority
- Live a life!!

«We look for people who are highly motivated to do cool stuff with Drupal, are challenged by technical problems and bring their own specific interests & expertise to the table. Also, it's important that they share a certain 'vibe': Krimson is a fun place to work, so people working here should have a desire to ... well, have some good fun while working on cool projects!» (Krimson company)

Krimson has seven new elements, including those responsible for the Display Suite, Sweaver, HeartBeat, Imagecache javascript crop, Administration theme.
In: http://krimson.be/articles/2010/10/05/krimson-update-major-changes-way

And when you see someone that does not understand why…

Obrigado!

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